

ABSTRAK

Penelitian ini bertujuan guna menguji pengaruh struktur modal, profitabilitas, dan likuiditas yang diprosikan *Debt to Equity Ratio*, *Return On Equity*, dan *Current Ratio* terhadap nilai perusahaan (*Price to Book Value*) pada perusahaan *retail* yang terdaftar di Bursa Efek Indonesia.

Jenis penelitian ini adalah penelitian kuantitatif dengan metode kasual komperatif. Populasi yang digunakan dalam penelitian ini adalah perusahaan *retail* yang terdaftar di Bursa Efek Indonesia periode tahun 2013-2017 yang berjumlah 23 perusahaan. Teknik pengambilan sampel pada penelitian ini menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditetapkan. Berdasarkan kriteria yang telah ditetapkan, maka diperoleh 8 perusahaan *retail*. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan *software* SPSS (*Statistical Product and Service Solutiond*) versi 25. Sumber data pada penelitian ini diperoleh melalui situs resmi Bursa Efek Indonesia (www.idx.co.id).

Hasil pada penelitian menunjukkan bahwa struktur modal berpengaruh positif dan signifikan terhadap nilai perusahaan, profitabilitas berpengaruh positif dan signifikan terhadap nilai perusahaan dan likuiditas menunjukkan berpengaruh negatif dan tidak signifikan terhadap nilai perusahaan.

Kata kunci : struktur modal, , profitabilitas, likuiditas, nilai perusahaan

ABSTRACT

This research aimed to examine the effect of capital structure, profitability and liquidity which were referred to Debt to Equity Ratio, Return On Equity, and Current Ratio on the firm value (Price to Book Value) of retailer companies which were listed on Indonesia Stock Exchange.

The research was quantitative with casual-comparative as its approach. While, the population was 23 retailer companies which were listed on Indonesia Stock Exchange 2013-2017. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 8 retailer companies as sample. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 25. In addition, the data was taken from the official website of Indonesia Stock Exchange (www.idx.co.id).

The research result concluded the capital structure had positive and significant effect on the firm value. Likewise, the profitability had positive and significant effect on the firm value. On the other hand, liquidity had negative and insignificant effect on the firm value.

Keywords: Capital Structure, Profitability, Liquidity, Firm Value



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